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KELLOGG'S

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KELLOGG'S
★ JAN 13 1944 ★
U. S. Department of Agriculture

Garden Beauty Book

SPRING

1944





DIANTHUS *Rose Unique*

Hardy Ever-

Better order Rose Unique early if you want it—because we have never yet had enough to supply the demand. Order at once to be sure of getting yours.

The beautiful Dianthus Rose Unique is a fine companion to the famous Dazzler Carnation, shown at right. Its beautiful and fragrant pink blossoms are similar to Dazzler in size and shape, but not quite so tall; about 15 inches, while Dazzler often goes to 20". Flowers are produced in great numbers, over a long period of time. Blooms first year, about 8 weeks after planting.

PRICES: Dianthus Rose Unique, pot-grown plants with ball of earth on roots; 45c ea.; 2 for 80c; 3 for \$1.15.

Bargain!

Plant at least six, for best effect. Here's our special.

3 Dianthus Rose Unique.....\$1.15
3 Dazzler Carnation..... 1.15

Total Value.....\$2.30

Rose Unique and Dazzler are beautiful together.

Special Price

\$2.15

4 Scabiosa \$1.10 Blue Bonnet

(Scabiosa Caucasica—Isaac House)

Soft and lovely, and pretty blue; we don't blame customers for making a rush for these new Isaac House "Blue Bonnets." Start blooming in June, continue until September. Tall stems 18 to 24 inches high. Plant 12 to 15 inches apart, in sun or partial shade; ordinary soil; ordinary moisture.

PRICES: 35c each; 2 for 60c; 4 for \$1.10; 6 for \$1.60.



Keep 'Em Smiling

Win this war and America will continue as a country where happy smiles flourish—for you and for your children. Buy War Bonds and you aid in the victory. They are an excellent investment, too. How about college for the youngster later, for example?





HARDY!

Dazzler Carnation has stood temperatures 15 degrees below zero, and with ordinary winter protection will stand even more.

blooming Carnation

Kellogg's Dazzler is the heaviest blooming, most gorgeous, and largest-flowering, hardy Carnation ever introduced. Foliage is dark olive-green, and each plant produces 20 to 30 strong, 15 to 20 inch blooming stalks, each stalk loaded with flowers.

EVERBLOOMING

Forty to fifty bright crimson flowers open at one time. Blooms richly clove-scented; deep crimson. Plant blooms continually from Mid-June to late October. Plant grows nearly as large as a bushel basket first season.

BLOOMS FIRST YEAR. No waiting for Kellogg's Dazzler to bloom. It starts blooming 6 to 8 weeks after planting.

PRICES

1 for\$.45
2 for80
3 for 1.15

Pot-grown plants with ball of earth on roots.



Eastern Star Everblooming Daisy

A few years ago, we planted a quantity of Shasta Daisy seed, and were amazed at some of the beautiful new varieties that resulted. We went over hundreds of seedlings to select Eastern Star. Eastern Star will refuse to be hidden in your garden. You will be delighted with its profusion of extra large white flowers, from June to September. Blooms are 3 to 4 inches across and stems are extra long and stiff. These features make Eastern Star one of the finest of all Shasta Daisies for your garden, or for cutting. Note the beautiful form of the blossoms. Offered for the first time last year. Order it now, and add its newness to your garden.

PRICES

1 for...\$.40 4 for...\$1.30
2 for... .70 6 for... 1.90
3 for... 1.00 8 for... 2.50



8 Large Flowering "Mums" \$2.15

Including Barbara Cummings and Aladdin

At least one Barbara Cummings, and one Aladdin included, extra early, picture and prices at left.

For the others, you will receive excellent varieties, but unlabeled, our choice, in colors shown, all strong, pot-grown plants.

Note: — Barbara Cummings or Aladdin may be bought separately at prices shown.

Aladdin

3 for \$1.09
6 for \$2.08

6 Pompons \$1.15
White, Yellow, Pink. Excellent varieties, our choice. An excellent bargain.

Barbara Cummings
3 for \$1.07—6 for \$2.08

Now
Pentstemon
Garnet

3 for \$1

Flowers of Pentstemon Garnet are huge, nearly as large as Canterbury Bells, and are produced in great quantity from June until frost. Color is a rich garnet red, and the blooms are gracefully placed in colorful clusters, on stems that grow 18 to 24 inches high. 6 to 12 spikes appear on one plant at a time. Very hardy. Plant 18 inches apart; any well drained soil; sun or partial shade; ordinary moisture requirements. Give winter protection.

PRICES

1 for \$.40	3 for \$1.00
2 for .70	6 for 1.90



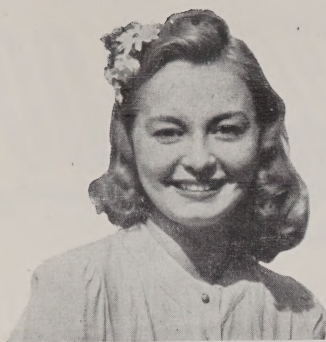
6
Rose-like
Double
Hollyhocks
\$1.30

(Althea rosea). These roselike, double Hollyhocks scarcely look real, they are so pretty. A wonderful background. Hardy, easily grown, mammoth flowering, beautiful! Bloom June and July. We send you an assortment of pink, red, lilac, orange, white and yellow, or you may choose colors.

PRICES: 30c each; 3 for 70c; 6 for \$1.30.



Double Hollyhocks



Keep 'Em Smiling

Buy U. S. War Bonds

Happy smiles thrive only under democratic self-government. They vanish under tyrants. Buy U. S. War Bonds to protect your homes, your children, and your freedom. Every bond you buy builds you a future. Buy one a month, and ten years from now they will start paying you back a steady monthly income equal to their face value. They can be cashed earlier at lesser figures, but always they are worth as much as you paid for them or more. Go to your Bank or Post Office, and ask for full details.

10 LABELED CANNAS \$1.05

The most brilliant of all bedding flowers. High grade, hand picked healthy roots. We send you two each of the following:

- | | |
|-------------------------------------------------|-----------------------------------------------------------------------------------------|
| 2 President. Glowing scarlet. | 2 Yellow King Humbert. Deep rich yellow, softly spotted blotted with bright red. |
| 2 King Humbert. Scarlet, bronze foliage. | |
| 2 Hungaria. Pink, bluish green foliage. | 2 Ambassador. Poppy-red, bronze foliage. |

Bloom July and August. 6 ft. high. Plant 1½ to 2 ft. apart in good, rich soil; water very, very freely; full sun.

PRICES: 5 for 58c; 10 for \$1.05; 20 for \$2.05; 30 for \$2.99.



15 Mixed Cannas

Here are Cannas whose brilliant colors will intermingle and blaze with all the glory of a colorful fire. Red, Yellow, Pink, Scarlet—all are in this collection. Roots, strictly high-grade. Varieties, our choice, not labeled. Grow 6 feet high. Bloom July-August. Plant 2 feet apart.

\$1.05

30 for \$1.94

50 for 3.15

75 for 4.67



New Spoon Chrysanthemums

3 Plants for \$1.⁰⁶

These flowers are so delightfully unique, that you are going to want them in your garden, and you really should have them. The form is entirely different from that of ordinary Chrysanthemums, each petal being spoon-shaped but at the same time all grouped together as a flower they are beautiful. Actually the dainty petals are tubular in shape, but flare at the ends, giving the spoon effect. We have them in the three most popular colors, Pink, White, and Yellow.

PRICES: Your choice of color, 42c each; 2 for 74c; 3 for \$1.06; 6 for \$2.02; plants out of 2-inch pots.

8 Beautiful *PACIFIC* DELPHINIUMS \$2.00

CULTURAL NOTE

Plant Phlox 18 inches apart in good rich garden soil; sun; ordinary moisture requirements.



8 Hardy Phlox \$1.65

Here is a bargain that simply should not be missed. These Phlox would cost you \$2.00 or more if ordered by variety; yet you get them for only \$1.65. You get outstanding varieties, wide color range, strong, healthy plants, high value—many of the varieties you will get, sell by variety as high as 35c each.

Red, Pink, White, Purple, Salmon, "Blue"—you get a variety of shades and colors, each one different, and all high-quality plants. July to frost.

Free!

If you order this Phlox Bargain before March 15th, you may select any two Phlox you wish from our Big 6 Phlox Collection, free of extra charge, value of free Phlox 70c; (See pages 10 and 11). Free Phlox will be labeled with variety names. Customers receiving catalogs after February 15th may have 30 days to order.

These precious beauties can be the glory of your garden. Plant ten or more and you will have a strikingly beautiful combination of delicate blues, dark blues, lilacs, purples, and occasional whites, all together.

Pacific Hybrids are the biggest development in Delphiniums in years. They are tall-growing, with stiff strong stems; do not break down easily, and **two-thirds to three-quarters will be double**. Spikes, well-filled, well-shaped. Florets $1\frac{1}{2}$ to 2 in. across or more, each a beautiful flower in itself.

We offer you a mixture of hybrids, in various shades. We cannot allow a choice of colors, as plants are hybrids. Plants strong and vigorous. We recommend ordering ten to get good color range. **PRICES: 5 for \$1.30; 8 for \$2.00.**

CULTURAL NOTE

Grow 4 to 6 feet; plant 15 to 18 inches apart; any loose, non-acid soil; sun; moderate moisture requirements; small quantities of lime or wood ashes are beneficial.

WHITE Delphinium

2 for \$1.10

Beautiful, double florets $2''-2\frac{1}{2}''$ across, in huge well-filled spikes. Wonderful sparkling effect in the sun—like sunlight dancing on frosty snow. And don't forget, they are all double. **PRICES: 60c each; 2 for \$1.10; 4 for \$2.10.**

8 TALL-GROWING DELPHINIUMS \$1.55

Everyone loves Tall Growing Delphiniums—and everyone loves a bargain too—so you are going to welcome this fine offer. This collection includes only such varieties as Hollyhock strain, Belladonna, and Bellamosa, and other varieties we have in surplus. All go into this bargain, regardless of the fact that they may be high priced varieties. They come in all the beautiful shades of blue, light-blue and violet—no dwarf varieties will be included.

All strong, sturdy, field-grown plants, guaranteed to reach you in good growing condition or your order refilled free.

These Delphiniums are sure to go fast at this low price, so send your order immediately. Don't take any chances.

Prices, strong sturdy field-grown plants, 4 for \$2c; 8 for \$2.27; 12 for \$2.27; 16 for \$2.99.



Now-Trollius **GOLDEN QUEEN**

This new trollius has a glory of rich coloring that will amaze you. Golden Queen opens wide, displaying its beauty more fully than older varieties. Stamens, unusually rich and full and brilliantly colored; more orange than true yellow. Petals splashed with green underneath, giving a unique effect. Healthy, vigorous; prolific in bloom. 24" to 30" high, or more. Flowers $2\frac{1}{2}$ to $3\frac{1}{2}$ in. across.

PRICES: 45c each; 2 for 80c; 3 for \$1.15; 4 for \$1.50.

BABY'S BREATH *Silver Mist*



(Gypsophila Repens Bodgeri) As pretty as a fluffy summer cloud touched with the rays of the setting sun! Yes, this Baby's Breath turns pink in color after the first blooms. Blooms with double flowers early in the spring and continues throughout entire summer. Makes wonderful bouquets alone or in combination with other flowers. Everblooming. Grows 12" high and will spread to about 2 feet. Foliage light green. Does not lose its leaves until the beginning of real winter.

Plant 15" to 18" apart in any good garden soil; ordinary moisture; sun or part shade.

PRICES: 48c each; 3 for \$1.24.



Astilbe Peach Blossom

(Astilbe japonica rosea). This is the beautiful Peach Blossom variety. The panicles are 8 to 10 inches long, and bluish charmingly with a delightful shade of pink. Bloom June-July. 1½ to 2 feet tall. Plant 15 to 18 inches apart in moist rich soil; water; sun or semi-shade.

Prices: 55c each; 2 for \$1.00; 4 for \$1.90.



4 Windflowers \$1.00

(Anemone Japonica). We'll bet you can't have these lovely flowers in your garden without falling in love with them. Their daintiness, their delicate coloring, and their winsomeness will win you surely. And don't forget, they bloom in the fall when you need all the flowers you can get—masses of blooms from September to November. They grow 2 to 3 feet high. Plant 15 inches apart; moist rich soil; water; prefer shade but also grow well in sun. Four varieties:

Rubra Red
Queen Charlotte . . . Pink
Whirlwind White
Princess Charming . . .
. . . blended shades of
lavender

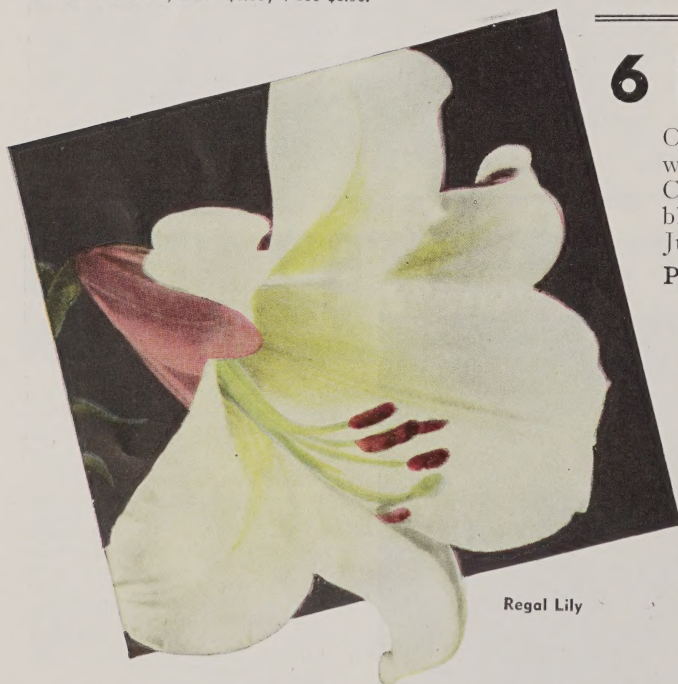
Prices: 40c each; 2 for 70c; 3 for \$1.00; 4 for \$1.30; strong pot-grown plants with ball of earth on roots, your choice of varieties.

Bargain!

2 Rubra\$0.70
2 Queen Charlotte.. .70
2 Whirlwind..... .70
2 Princess Charm .70

Total Value...\$2.80

Special Price..... **\$2.50**



Regal Lily

6 Regal Lilies \$1

One of the most beautiful of Lilies—snow-white with gilded throat like molten gold. Crimson veins outside. Up to twenty blooms per flower head. Hardy! Blooms June and July; 4 to 5 feet high.

PRICES: 3 for 55c; 4 for 70c; 6 for \$1.00.

**RED HOT
POKER**

(Tritoma Pfitzeri). Look out! Don't touch it! You'll burn your fingers! Red Hot Poker does truly look like its name, doesn't it? It's a rarely beautiful flower; yes, and exotic, too. You just can't escape the illusion that it is really hot.

Red Hot Poker grows 3 to 4 ft. high; blooms August to October when fiery color is needed. Plant 15 to 18 in. apart; well-drained soil; ordinary moisture; sun; mulch in winter.

PRICES: 40c each; 2 for 70c; 4 for \$1.30.

Gardenulas Trade Mark

Note: Gardenulas are not related to Gardenias. They are Campanulas with flowers of the same beautiful form as Gardenias.

This little flower really was a Campanula, but wanted to look like a Gardenia, and so it went to its fairy god-mother—but why tell the whole story? The little Campanula got its wish, and here it is. It does look like a Gardenia, doesn't it? That's why we call it "Gardenula" (pronounced gar-deen-yula). Its full name is—Gardenula "Blue Gardenia."

Gardenula "Blue Gardenia"

The picture shows the approximate color of Gardenula "Blue Gardenia." Flowers occur almost the entire length of 30 inch stems, with five to eight flower spikes per plant. Foliage beautiful dark green, leathery. Blooms from mid-June to mid-July. Unlike most Campanulas, "Blue Gardenia" is a **perennial; blooms year after year without replanting.** Plant in good, average garden soil with good drainage. Likes acid soil; peat moss beneficial. Prices: 1 for 70c; 2 for \$1.30; 4 for \$2.50.

Gardenula "Bluette"

Here is a real rarity. In fact we have only a very few, but list it because of a persistent demand. It is like "Blue Gardenia" excepting that coloring is shaded; skyblue at edges, blending to almost pure white near center. Its great rarity and slowness of reproduction in the nursery make the following prices necessary: 1 for \$3.50; 2 for \$6.75.



Campanula
Blue Gardenia



Red Hot Poker (Description at left)



The New DAY LILIES

Now we offer the new Day Lilies at reduced prices. Only last spring 4 sold for \$1.80; this year \$1.30.

Both are tall, graceful, beautifully formed, and beautifully colored. Strong, vigorous growers; easy to establish and maintain in your garden. Few flowers are as easy to grow as Day Lilies, and when varieties can be had as beautiful as Hyperion & Ophir, we say that you should have them.

HYPERION. Fine, clear, beautiful, citron-yellow flowers, 40 inches tall. Blooms in July and early August—Hyperion is the Day Lily Aristocrat.

OPHIR. Just as beautiful as Hyperion, but dark golden-yellow in color. 3½ to 4 feet high. Blooms July and early August.

PRICES: Strong, sturdy, field-grown plants; 1 for 40c; 2 for 70c; 4 for \$1.30; 6 for \$1.90; 8 for \$2.50.



Daily Sketch



Carolyn Vandenburg



Africa



Salmon Glow

Now! Kellogg's

Big Six

Phlox Collection
includes

Rosy Blue and
Pinkette

**12 for
\$2.85**

1 for \$0.35
3 for .85
6 for 1.60

Bargains get better and better at Kelloggs, and now we have improved Kellogg's Big Six Collection of Hardy Phlox—we have added the famous Rosy Blue and Pinkette, America's outstanding new Phlox, only introduced two years ago. Original price, 2 for \$1.00, now a part of this famous collection.

Carolyn Vandenburg. This is the outstanding dark blue Phlox today, not only on account of its color, but because it is extra

large, healthy, vigorous, and productive. Very striking. Creates much excited comment.

Daily Sketch. Pink so dainty and pretty that it cannot be reproduced accurately. You must grow Daily Sketch to see its beauty. Florets, largest you ever saw—1½ inches across—as large as a Pansy. Long blooming season, July to frost. Hardy.

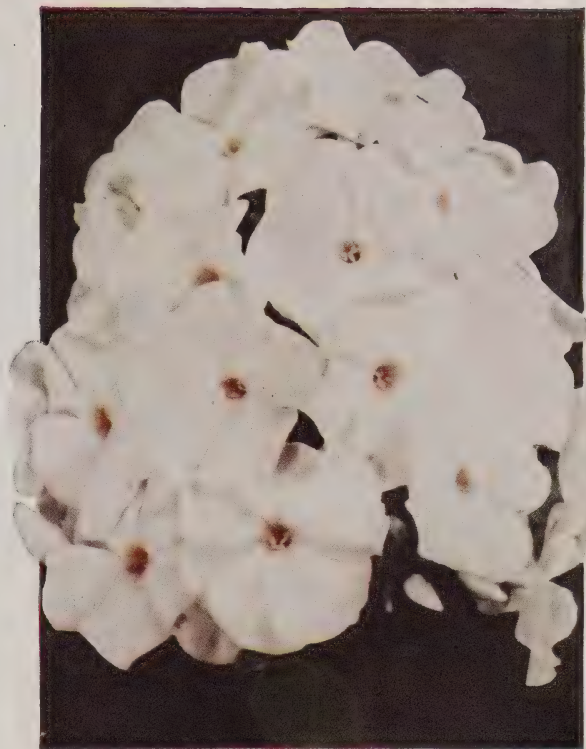
New Phlox, Pinkette. Pink so delicate that it can scarcely be seen—and yet it is there, making this new Phlox the loveliest ever offered. Florets large, well-shaped; beautiful heads. Foliage strong and upright.

Salmon Glow. Deep rich salmon-pink so beautiful and satisfying that you will immediately want to discard all other salmon Phlox. Eye: deep carmine. Heads: well-filled, stately. Foliage: healthy, strong. You should by all means have this amazingly beautiful variety.

Africa. Color so mysteriously beautiful that it can hardly be described—amazing dark carmine-red that seems to belong to another world. Healthy and hardy, easy to grow. Far more beautiful than the picture.

New Phlox, Rosy Blue. Here shades of blue and rose intermingle in magical fashion, really giving the effect of a rosy blue—not purple or violet, but "Rosy Blue."

Child of the famous large-flowered "Daily Sketch," it has unusually large florets, vigor, productiveness; well-filled, heads. A valuable addition to any garden.



Pinkette



Rosy Blue

2 New PHLOX

CULTURAL NOTE

Plant Phlox 18 inches apart in good rich garden soil; sun; ordinary moisture requirements.

Two new Phlox—that's good news! **Beautiful too**—that adds to the goodness of the news. **Price not high**—the news gets better and better. Yes, folks, you are going to welcome **Bright Eyes** and **Sonja**, and you will want them too, so that your garden will be prettier than your neighbor's. Here are the pictures and descriptions. Better order early and be sure of getting yours.

Sonja

Sonja is a brand new Phlox with a brand new color scheme—baby blue with straw-color eyes—an oddity, yes! But oh, it's a pretty oddity! It will add beauty as well as individuality to your garden, and—don't you need both!

We've done the best we can to show you **Sonja's** unusual color, but light colors are hard to reproduce accurately, and so we fall short of perfection. You will have to try it to know it, but you won't be sorry. Somewhat low-growing, 18" to 24", but healthy and vigorous; large florets. Place **Sonja** out in front, it is a real headliner.

PRICES: 40c each; 2 for 70c; 3 for \$1.00; 4 for \$1.30. 6 for \$1.90.

Bargain!

SPECIAL
2 **Sonja**\$.70
2 **Bright Eyes** .70
Total Value ..\$1.40

**Special
Price**

\$1.25

Bright Eyes

Last year **Bright Eyes** sold at \$1.00 per plant, this year we offer you 3 for \$1.00. There have been red Phlox before, but none with the beautiful large florets, and dancing dark eyes of **Bright Eyes**. And, we can say, too, none with quite the amazing brilliance of coloring. Oh, what a glorious sight a bed of **Bright Eyes** is! You should see the row after row of them blooming in our nursery. Why not transplant a part of this striking glory to your own garden. **Bright Eyes** is a child of the famous large-flowered **Daily Sketch** and inherits all the health and vigor of its parent, and—the huge florets, too. It is magnificent in size, magnificent in color.

Here is something really new for your garden. Do not miss it. Order early. **Prices:** 40c each; 2 for 70c; 3 for \$1.00; 4 for \$1.30; 6 for \$1.90.

R. M. Kellogg Co.
Three Rivers, Mich.



Gaillardia GOBLIN

4 for \$1.00
Only

Man, Oh Man! What brilliance of coloring! And what a beautiful shape! This unique low-growing Gaillardia grows 12 to 15 inches high in broad bushes of close compact habit; becomes completely covered with beautiful large 2 to 2½ inch blanket flowers, in brilliant shades of red and golden yellow so that the foliage often is entirely hidden, July to September. Plant 12 inches apart in any well-drained soil; prefers sun; ordinary moisture requirements. Give some winter protection.

PRICES: 33c each; 2 for 55c; 4 for \$1.00; 6 for \$1.45; Field-grown plants.



Hardy Verbenas

This flower has great usefulness, and great beauty. If you want to cover an unsightly piece of ground, Hardy Verbena will do it. It has a creeping habit, with beautiful dark olive-green foliage, and beautiful flowers; in coloring, they are a beautiful rose-pink, and each head is 3 to 4 inches in length. And they bloom all summer, and into the fall. You will like them, we know.

FOR A GOOD GROUND COVER

Plant Spurge. It will grow most anywhere; under evergreens, on poor ground and many other spots where grass will not grow. It is very glossy and attractive. See page 17.

PRICES

- 1 for 35c
- 2 for 60c
- 3 for 85c
- 4 for \$1.10

**BUY
WAR
BONDS**

Double Russian Violets

Now, again we can offer you the amazingly beautiful and fragrant Russian Violets. Plant them this spring so that they will bloom for you next spring. The flowers are large, double, sweet-scented; and bloom early in the spring; long stems. Often they will bloom again in cool fall weather, and sometimes even in mild winter weather. Grow 6 to 8 inches; fine for shade. Plant 8 inches apart. Order early. They are exceedingly popular—and scarce!

PRICES: 45c each; 2 for 80c; 3 for \$1.15





"Little Bo Peep"

Miniature Rose

Oh, but it's pretty! You will love it too, when you see it. This tiny darling is so beautiful and fragrant! Color, delicate and delightful smooth pink.

Little Bo Peep is one of the most charming little Roses ever originated. This picture shows coloring and approximate size of blooms. Long blooming — flowers continuously from June until frost.

Very hardy. Exceedingly persistent bloomer June to frost. Height 6 to 8 in. Likes rich, well-drained soil, with sun. Ordinary moisture requirements. Spray for best results. Plant 10 inches apart.

PRICES:

1 for 55c
2 for \$1.00
3 for \$1.45



4 Charming \$1.10 Primroses

(Primula veris). Here are flowers that we all love. This collection gives you a variety of colors; yellows, creamy whites, reds, oranges, purples, etc.; hardy, field-grown plants. Ultimate height 6" to 8". Bloom May-June. Like rich, moist loam; shade or semi-shade. Mulch in winter. Plant 8" to 10" apart.

PRICES: 35c each; 3 for 85c; 4 for \$1.10. Mixed colors only.

Kellogg's Surprise ROCK GARDEN 18 Plants \$1.95

What a glorious surprise! 18 choice Rock Garden plants for only \$1.95. Plants which would undoubtedly cost \$4.00 to \$5.00 if bought by variety. A "swell" collection which gives you varieties ideally suited for Rock Gardens. A panorama of color and a long blooming period. Includes some of our very finest labeled varieties; at least 9 different varieties guaranteed. You will want two collections for starting a new garden or adding new varieties to your old one.

PRICES: 9 for \$1.00; 18 for \$1.95; 36 for \$3.85.

You can have a beautiful Rock Garden like this. Simply arrange the rocks naturally, as they might be found in nature, and plant with Kellogg's Surprise Rock Garden plants. Avoid standing rocks on end. Ordinary soil is best.



Now -- Dahlia

MARGRACE

If you like bold striking color combinations, plant this huge and brilliant Margrace. Color: Bright red, edged with gold. Can't you just imagine the blaze it will make in your garden? Can't you imagine the admiration it will provoke from all who see it?

We don't dare show it in color, because then we would surely sell too many; but try it, and you'll be enchanted.

Flowers get to be 12 to 14 inches across. Also very deep, 4 to 6 inches, the newest and most beautiful type of Dahlia.

PRICES: Strong, healthy roots, \$1.00 each; 2 for \$1.90; 3 for \$2.80.



Cultural Note. Plant Dahlias 3 feet apart, in good rich soil; water freely; full sun.



6
Pompon
Dahlia's
\$1.10

Pompon Dahlias are the little dandies of Dahlias. They are delightful little balls of beauty seldom over 2 in. across and very fine and regular in shape. They are growing more and more popular and you should have the collection. You get one each of the following fine varieties:

AMBER QUEEN. The finest amber and orange pompon.

BOBBY. Plum colored or purple-maroon.

RED INDIAN. Deep coral-red.

ROSA WILMOUTH. The best pink.

SNOWCLAD. White.

YELLOW GEM. Light yellow.

For only \$1.10 we send you one root of each or you may make your own choice. 12 for \$2.09.

CULTURAL NOTE

Plant Dahlias 3 feet apart, in good rich soil; water freely; full sun.

4 Violas 1¹⁰

Four colors: Apricot; Blue; Yellow; Red.

1 for35c
2 for60c
3 for85c
4 for\$1.10



Note: The blue variety we now supply is smaller than shown. It makes up in quantity of blooms decidedly!

Some flowers really pull at our heartstrings: Violas do, decidedly. They are beautiful in groups or low borders. Bloom all summer. Ultimate height 6" to 8". Bloom April to frost. Plant 6" to 8" apart; sun or shade; good drainage. Shear plants or remove blossoms as they fade, for continued bloom. Prices and colors above.

5 Canterbury Bells \$1.00

(Campanula Medium). So charming and quaint that they should be in every garden. Flowers large and beautiful, on two to three foot stems, bell shaped. Bloom May to July. Blue, rose, white or lilac. State choice. Prices below.
PRICES: Strong, field-grown plants, 28c each; 3 for 64c; 5 for \$1.00.



5 Double Canterbury Bells \$1.00

(Campanula Calycanthema—Cup and Saucer). Even more beautiful than the single Canterbury Bells. Flowers are double as shown. Produced in masses on tall 2 to 3 foot stems.

YOU MAY CHOOSE COLORS—Blue, Rose, White, and Lilac. Plant early for bloom this year.

Prices: Strong, field-grown plants, 3 for 64c; 5 for \$1.00; 10 for \$1.90

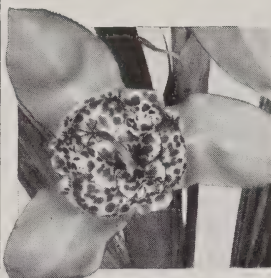


2 Bleeding Hearts \$1.20

(Dicentra spectabilis). Romance! These flowers, with their little pendants like drops of blood from Cupid's dart, truly speak of romance! Bleeding Hearts are flowers of our grandmother's day. They have charm, quaintness and beauty too. Grow 24 inches high. 18 to 24 in. spread. Blooms in May. Plant 18 to 24 inches apart; moist rich soil; water freely; shade.

PRICES: 65c each; 2 for \$1.20; 3 for \$1.75

Here are Your



TIGER FLOWER

(Tigridia) Mixture of brilliant reds, whites, pinks—hybrids, mixed colors only. Grow 2 to 3 feet high. Plant 6 to 8 inches apart; ordinary well-drained soil; full sun; ordinary moisture. Blooms all summer. Culture, same as "glads" p. 25.

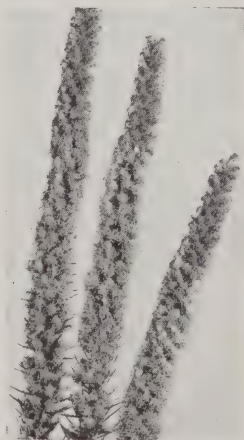
Prices below.



Crimson Star

BLAZING STAR

(Liatris pycnostachya.) Fine winter bouquets. Bluish lavender. Blooms July-Aug. Spikes 4" to 5" tall. Hardy. Space 10" to 12"; well-drained soil; moderate moisture; sun or shade. Field-grown.



Blazing Star

AQUILEGIA CLEMATIFLORA

Flowers shaped just like beautiful large-flowering Clematis blossoms, 2 to 4 inches across. No spurs. Mixed colors, beautiful pastel shades only—pink, yellow, blue, white and cream. We cannot give color choice, so order at least six to get a good color range. Ultimate height 18 to 24 inches. Blooms during May and June. Do best in part or full shade. Hardy. Plant 12 to 15 inches apart.

AQUILEGIAS

By Variety. Tall-growing, mammoth-flowering, long-spurred; and blooms true to color. **HARDY.**

CRIMSON STAR

Petals crimson; white centers and blooms 3 in. and more across. Brilliant! Grow 1½ to 2 feet. Bloom May and June.

AQUILEGIA LONGISSIMA

Unusually long, slender spurs, 4 to 5 in. Pale yellow. Very graceful. Does well in hot, dry places. June-flowering. 2½ to 3 ft.

AQUILEGIA, SILVER QUEEN

Beautiful silvery white tinged with cream in the throat. 1½ to 2½ ft. May and June.

CULTURAL NOTE:

Plant 12" to 15" apart. Shade or sun. Any well drained soil. Moderate moisture.

AQUILEGIAS, SCOTT ELLIOTT

(Columbine.) A mixture of Scott Elliott Hybrids in shades of red, pink, blue, purple, white and yellow. Mixed colors only. May and June. Hardy. Grow to 3 feet. Plant 15" to 18" apart; ordinary well-drained soil; ordinary moisture; sun or shade.

BELLFLOWER

(Balloon Flower—Platycodon.) Grow 1½ to 2 ft. tall. Blooms July-August. Hardy. Space 12"; ord. well-drained soil; ord. moisture; sun or shade.

BLAZING STAR, WHITE

(Liatris scariosa alba.) There has been a demand for white flowers recently, and these feathery spikes are the answer. They give a beautiful, bold effect in the garden, wonderful bouquets, especially with the more colorful flowers.

CAMPION, DOUBLE ROSE

(Lychnis viscaria flora plena.) Double vermilion-red flowers. Fine for cutting. Grow to 14 inches. June-July. Plant 15 in. apart; non-acid soil; ordinary moisture; sun; winter protection.

CORALBELLS, RED

(Heuchera sanguinea.) Bright, crimson flowers; erect stems 12" to 18" high. Long blooming season, June to September.

PRICES

All perennials above

Each	32c	4 for	98c
2 for	54c	6 for	\$1.42

Old Favorites

PRICES

All perennials below
Each .32c 4 for98c
2 for .54c 6 for ..\$1.42

DAISIES, BLUE-FRINGED

(*Erigeron speciosus*.) Flowers large and violet-blue with yellow centers. Bloom June and July, 1½ to 2 feet high. Fine bouquets. Plant 15" to 18" apart; ordinary soil; ordinary moisture; sun.

DAISIES, SHASTA

(*Chrysanthemum maximum*.) Large white flowers. June to August. Grow 18" to 24" high. Plant 15" to 18" apart in ordinary soil; ordinary moisture; sun. Hardy.

DAISIES, SKY BLUE

(*Aster subcaeruleus*.) A pretty blue daisy-like Aster, 8" to 10" high. Beautiful border. Plant 8" to 10" apart in ordinary soil; likes moisture; sun or part shade. Field-grown.

DAISY, WHITE SWAN

(*Chrysanthemum leucanthemum*.) Charming! Eye-compelling! Striking! When plants are established, they will produce 15 to 30 pure white flowers per plant. Stems grow to be 24 to 30 inches high. Blooms appear for Memorial Day in most regions and continue throughout June. Hardy. Plant 15" to 18" apart; ordinary soil; sun; does well with less than average moisture.

PRICES

All perennials above and below
Each .32c 4 for98c
2 for .54c 6 for ..\$1.42

FLAX, BLUE

(*Linum perenne*.) A bit of the sky's heavenly blue for your garden. 18" to 24" high. May-August. Bluish foliage. Plant 12 to 15 inches apart in ordinary soil; ordinary moisture; sun.

FLAX, GOLDEN

(*Linum flavum*.) Blooms May to August. Hardy. Plant 12" apart, sandy loam; ordinary moisture; full sun. Field-grown.

GAILLARDIAS

(Blanket Flower.) Dazzler variety. Brilliant orange-yellow, red-centered flowers. June to frost. Grows 2 ft. Plant 15" to 18" apart; ordinary soil; ordinary moisture; full sun.

GHOST PLANT

(*Artemisia, Silver King*.) Looks as if dusted with silver. Grows 2 to 3 feet high, spread 18 in. or more. Plant 18 inches apart; ordinary soil; ordinary moisture; sun or shade.

HIBISCUS

(Mixed.) We have been unable to mark all Hibiscus as to color, and offer mixed colors. Plant 24 to 30 in. apart in ordinary soil; ordinary moisture; sun or partial shade.



Coreopsis

COREOPSIS

(*Coreopsis grandiflora*—Tickseed). Pure yellow. Blooms June to frost. Grows 2' to 3' high. 18" spread. Very hardy. Mulch in winter. Plant 15 inches apart in any soil; ordinary moisture; full sun. Field-grown.



Sky Blue Daisies

MIDGET HEDGE

(*Tenarium chamaedrys*.) Dense, glossy green foliage, aromatic, lavender-pink flowers. July-August. Hardy. Plant 10" to 12" apart, ord. soil; ord. moisture; sun or shade. Field-grown.

SPURGE

(*Pachysandra terminalis*.) Dense masses of lustrous green leaves. Trailing vine 12" high. Thrives under evergreens; anywhere. Nearly evergreen. Plant 8" to 10" apart; thrives in any soil; shade; water liberally.



Gaillardia



5 Foxgloves for \$1.00

(*Digitalis*). These beautiful flowers should be in every garden. These are strong, vertical Shirley Hybrids with wide color range; white, shell-pink, rose, etc. Mixed colors only. Grow 3 to 4 feet high; spread 8 in. or more. Blooming season about July.

PRICES: 3 for 64c; 5 for \$1.00; 10 for \$1.90

For best results, order Canterbury Bells, and Foxgloves early and plant as soon as received. They will be sent at your planting time.



Aristocrat ASTERS

ASTER, FRIKARTI (Wonder of Staffa). Beautiful lavender-blue flowers, 2 to 2½ inches across, in great abundance, June to frost. One of the very best for cutting.

BEECHWOOD CHALLENGER (RED). Beautiful and brilliant crimson! Flowers produced in gorgeous abundance. Plant grows to 3½ feet tall.

MOUNT EVEREST (WHITE). Mountain of pure white flowers. Flowers produced right down to the ground.

HARRINGTON PINK (PINK). Beautiful deep rose-pink. Excellent for cutting. Grows 2 to 3 feet high. Without doubt the best true pink, hardy Aster. Prices below.

PRICES: All Asters above, pot grown plants; ball of earth on roots. 60c each; 2 for \$1.10; 3 for \$1.60; 6 for \$3.10.

Here's "Summer



Plant Patent No. 598

This new Summer Gold, first introduced last year, has **LARGE FLOWERS**—often nearly 3 inches across or more—beautifully shaped, beautifully colored.

New Azaleamum Summer Gold is the start of a new large-flowered group of Azaleamums. The older varieties have beauty, yes. They are gorgeous, too, with their hundreds and hundreds of blooms, and it almost seemed that they could never be improved, but the new Azaleamum Summer Gold is proof that they can. Order Summer Gold this year, and have a garden that stands out superior to any other in your neighborhood.

Summer Gold Azaleamum is new in coloring, new in size, new in plant form, and—best of all it has—

BEAUTIFUL BOUQUET TYPE BLOOMS

Their blooms look "swell" in your garden, or as cut flowers. Snip them off and put them in a vase; they'll be beautiful. You'll not miss them from your garden, for they are produced by hundreds. Picture shows the beautiful form and size, at left.

BETTER FORM • BIGGER FLOWERS BEAUTIFUL COLOR • EXTRA HARDY

PRICES: 1 for \$1.10; 2 for \$2.10; 4 for \$4.10. Strong pot-grown plants.

Early Blooming

One of the things you will like most about Azaleamums is that they bloom early. Often, they will give you some blooms in July, and often they are producing in abundance in August. By September, they should be completely covered with blooms. They are indeed a glorious sight at this stage, and will give you such beauty as no other flower can give. Many customers report far more blooms per plant than we claim. Why not see what you can do?

PRICES:

1 for \$1.10;
2 for \$2.10;
4 for \$4.10.

Strong pot-grown plants

Special

You'll like both Summer Gold and Summer Sunset—see next two pages—so here's a special for you.

2 Summer Gold\$2.10
2 Summer Sunset 2.10

Total Value.....\$4.20

Special Price \$3.99

At right is a plant of the new "Summer Gold" Azaleamum. Wouldn't you just love to snip a few beautiful blooms for your table? You could too, without noticeably injuring its beauty, because the flowers are produced in such wonderful abundance that a dozen or two would not be missed.

Summer Gold is inclined to be more upright than the older varieties, but often one will be so completely covered with the large, heavy blooms, that they have to cover the sides of the plant to find room. That's what this plant has done. Isn't it beautiful? Wouldn't you love it in your garden?

PRICES: Strong, pot-grown plants, \$1.10 each; 2 for \$2.10; 4 for \$4.10.

Hardy Perennials

All Azaleamums are hardy perennials. They belong to the Chrysanthemum family and live through difficult winters the same as Chrysanthemums. They bloom even better the second year than the first. However, it is best to give them some winter protection. After the tops have been deadened by frost in the fall, cut them down, and let fall over the roots. Then add a layer 6" or 8" deep of some good strawy material. Leaves should be applied thinner if used, as they smother if applied too thickly. Only a little care like this will bring your Azaleamums successfully through most any winter.

er Gold"

Our Newest

IMPORTANT!

The word "Azaleamum" is our trademark, and must not be used by any other firm or individual in selling plants of any kind. Most of the varieties of Azaleamum are patented, or patent applied for, and cannot therefore be propagated asexually for resale.

Do our pictures of Azaleamum and statements regarding them seem exaggerated? Here is a letter from George W. Meyer, of Pennsylvania: "You advertise them (Azaleamums) as having 600 blooms. Sorry I have not had time to count the blooms on these I have because I believe instead of 600 as you advertise, mine has 6,000 blooms. They sure present a beautiful picture."

TRADE MARK
Azaleamum

Azaleamums belong to the Chrysanthemum family, but have a peculiar habit of growth similar to that of Azalea, hence are trade-marked Azaleamum. They are not related to Azaleas. In fact, they are far more beautiful than Azaleas; they have more blossoms; and they bloom over a far longer period of time. Each plant is a whole garden in itself.



PRICES:

1 for \$1.10;
2 for \$2.10;
4 for \$4.10.

Strong pot-
grown plants

And Here's Summer Sunset

Here is a plant which literally seems to shimmer and glimmer in the sun like a magnificent jewel, when covered with its hundreds of blossoms; these first appear in August, and continue until stopped by heavy frost.

Summer Sunset is a new addition to the family of Azaleamum-type plants, a variety of exceedingly rare and rich coloring, not a single color alone but a mixture of colors in a beautiful opalescent effect. You have been enthusiastic about Azaleamums in the past. They have aroused the admiration and envy of your neighbors. Now you will welcome this new variety with open arms.

FRIENDS ADMIRE. Do you want your friends and neighbors to exclaim in wonder? Do you want them to envy your garden and admire it? Do you want a flower that is really new and more beautiful? If so, order Summer Sunset.

PRICES

Strong, potted plants

1 for \$1.10

2 for 2.10

4 for 4.10

Hundreds of Blossoms

Owners find our claims of 600 blossoms first year, or more, to be true. To those who have never seen Azaleamum it seems unbelievable, but read what customers say: Mrs. Lustenburger, Miss., says that despite poor soil, heat and drought, her Azaleamum grew to a large bush covered with hundreds of lovely flowers first year. J. L. Sigmund, Pa., reports—"I tried to count the blossoms but got lost!" G. A. Bernard, Ill., writes—"You say 600 flowers. I'll bet there are 1,000 flowers on one single plant." And O. A. Wood, Mich., reports 2928 blossoms by actual count on a single first year plant!

Hardy—Healthy—Vigorous

This applies to all plants of the Azaleamum family. All are hardy—live through hard winters. All are healthy—seldom are they affected with any disease. All are vigorous growers.

We ship small pot-grown plants, out of 2½ inch pots, and it will seem almost unbelievable that they can reach the large size shown, but they do. At first they seem to be simply standing, but all the time they are busily developing root growth underground; and beginning in late June or early July, new shoots appear all around the original plant. These develop rapidly, forming the large plant shown above.

No single plant can show the glory of Summer Sunset, because it varies in shade throughout the season. We selected a plant that was predominate in rich orchid. At the same time there were others that predominated in golden yellows and apricots, some that were predominantly orange, and others with a mixture of shades. **Summer Sunset is a continual surprise to you. It does not tire you with one color alone, but has a variety of colors, and each color is glorious and beautiful.**

Very early blooming, will start about the first of August or earlier, depending upon the season.



the *New* *Opalescent* Azaleamum

TRADE MARK

**ORDER
EARLY**

This is only the third year we have offered Summer Sunset, and the supply of plants is limited. We urge you to order early, and avoid disappointment.



The buds are a rich red just before opening, giving an amazingly beautiful contrast with the open flowers and dark green foliage. The picture above shows fully open flower.

Use Them For *Cut Flowers* **They Are Beautiful**

Few other 'Mums approach Summer Sunset in the beauty of their individual blossoms. They can not duplicate the effect of hundreds of blossoms on one plant, in a rich scintillating mass.

The open flowers of Summer Sunset vary in shade from beautiful rich apricot to light orange, and as the season advances take on shades of buff or fawn, which gradually change to a suffusion of deep rose or coral, underlaid with traces of mauve or orchid. Can you imagine the beautiful effect of so many harmonizing colors appearing all at one time?

PRICES
Strong, potted plants
1 for \$1.10
2 for 2.10
4 for 4.10

**R. M. KELLOGG
COMPANY**
Three Rivers, Mich.

Now!

TRADE MARK Azaleamum

These flowers have such an abundance of beauty, that it will be many years before other varieties are found superior to them. See the beautiful picture at right, of the pink variety in full and glorious bloom. The five other varieties whose flowers are shown below produce blooms in similar fashion—hundreds of them at a time—hundreds the first year—better the second year.

Azaleamums are the cheapest flowers that you can grow HUNDREDS OF BLOSSOMS. The picture shows an Azaleamum in full bloom. All Azaleamums bloom similarly, with hundreds of blooms. Often 600 or more the first season, more the second year. Plant reaches full size usually in September, but many blooms are had in August and some even in July.

Bargains

Here are some specially made bargain offers to save money for you.

4 Pretty Pairs

Azaleamums are pretty in pairs.

- 2 Azaleamum, Bronze Beauty.....\$1.45
- 2 Azaleamum, Magic White 1.45
- 2 Azaleamum, Golden Wonder 1.45
- 2 Azaleamum, Santa Claus 1.45

Total Value.....\$5.80

Special Price \$5.35

All 6

For Only **\$4.10**

How would you like one of each of the six varieties shown and described on these two pages? We will send you one Azaleamum Cameo Queen, one Bronze Beauty, one Magic White, one Golden Wonder, one Red Santa Claus, and one Dean Kay, Pink, total value \$4.68 for the special price of only \$4.10.

The wonder is that any plant can produce flowers in such amazing abundance, and yet with blooms that are so beautiful. These flowers are just as pretty as many that produce only a few to a plant, yet they come by hundreds. Each variety produces a plant like the one at the right. See further descriptions at right, bottom of page.

PRICES

Strong pot-grown plants with ball of earth on roots:

- 1 for \$.78
- 2 for 1.45
- 3 for 2.13
- 4 for 2.80



Find What You Want Quickly—
See Index on Page 31

The world's greatest flowering plant—600 to 1,000 blooms per plant first year—two to three months of bloom—a whole garden in itself

AZALEAMUM, CAMEO QUEEN

Flowers open deep orchid-pink, then change to light orchid with creamy center, finally salmon-pink with soft yellow center. Has produced nearly 3,000 flowers on one plant first year.

Picture at right.

All Azaleamums and Glorymums are hardy perennials—live through the winter—even more blossoms the second year than the first.

Botany

Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azalea, hence their name.



PRICES: Strong, pot-grown plants; with ball of earth on roots, easy to plant and handle:

1 for \$.78 3 for 2.13
2 for 1.45 4 for 2.80

6 Beautiful Colors & Types

The pictures at the left show individual blooms of the first five varieties listed below.

(1) **AZALEAMUM, BRONZE BEAUTY.** (Plant Patent No. 205). Flowers appear in a variety of beautiful bronze shades. First they are warm, rich, red-bronze which soon turns to a bronzy yellow with red-bronze center, then later the flowers lighten to a beautiful golden shade. All these colors are on the plant at one time, giving a most delightful effect. Later all the flowers turn to bronzy yellow.

(2) **AZALEAMUM, MAGIC WHITE.** (Plant Patent No. 204). Blossoms first open a very delicate pink, and later turn white with faint yellow center. **HARDY!**

(3) **AZALEAMUM, GOLDEN WONDER.** (Plant Patent No. 368). Flowers are beautiful golden yellow as shown and are produced in great masses just like the Pink Azaleamum, get

3 to 4 feet across and 1½ to 2 feet tall. Hundreds of blossoms open at one time. Starts blooming usually in August and continues until frost. **HARDY!**

(4) **SANTA CLAUS.** Grows somewhat taller than the others and is **ONE OF THE MOST HARDY OF ALL.** It is exceedingly hardy and easy to grow.

(5) **SUMMER-MUM, DEAN KAY.** Blossoms of Dean Kay are about two inches across, and more uniform in color than the others. Long, sturdy stems; strong, healthy foliage—**exceptionally hardy everywhere.** Plants get 2½' to 3' tall, and often 3' to 4' across. Literally loaded with hundreds of blooms at one time throughout the season. More upright than the others.

(6) **AZALEAMUM, CAMEO QUEEN.** See description and picture above.

PRICES: Strong, pot-grown plants, with ball of earth on roots, easy to plant and handle: 1 for 78c; 2 for \$1.45; 3 for \$2.13; 4 for \$2.80.



Seventh Heaven

New! Gladiolus

Seventh Heaven

Many good Glads have been originated, but we believe this one tops them all.

Now, at last, we have enough bulbs of the amazing new Seventh Heaven "Glad" to show it in color. Had we shown it in color before, we could not have supplied the demand.

We have been careful to show this beautiful flower as accurately as possible, but remember that printed colors are never as lovely as those of the natural flower. You can admire this beautiful picture, then expect something even far more beautiful when your Seventh Heaven blooms.

We will let the picture tell you about the coloring and form of Seventh Heaven. Further, we will say that florets are huge, often measuring 6 inches across or more, and are beautifully placed on tall, strong spikes. An amazing thing about Seventh Heaven is that nearly all of the florets open at once. It makes an amazing display, ten to twelve huge flowers being open or opening at one time.

Again we say, order early, as we will probably not have enough to go around.

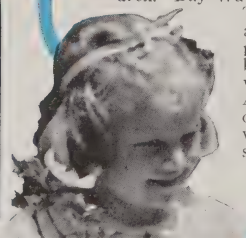
PRICES: Large blooming size bulbs, \$1.15 each; 2 for \$1.95.

Price
\$1.15
Per Bulb

Keep 'Em Smiling!

Win this war and America will continue as a country where happy smiles flourish for you and your children. Buy War Bonds and you aid in the victory.

They are excellent investments. How about that new home you have been planning to build? The materials will be available after the war, and your war bonds will provide the money. Apply to your local bank or post office for complete details. Make war bond buying a sound, far-sighted habit.



Kellogg's

Aristocrat Gladioli

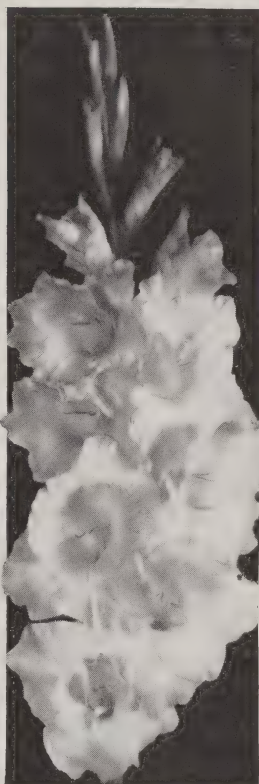
Cultural Note: Plant Gladiolus bulbs 4 to 5 inches apart in rows; ordinary soil, well prepared and loosened; ordinary moisture requirements; sun. Make rows 12" to 24" apart.

PRICES

6 for	\$0.35
12 for	.55
25 for	.95
50 for	1.75
75 for	2.55
100 for	3.55



Morocco



Picardy



Dream O' Beauty



Pelegrina

Here are America's best "Glad" varieties. All bulbs furnished are fine large blooming size.

AMERICA. Three foot, spikes well filled with huge 4" florets, delicate orchid-pink.

ANNIE LAURIE. Light delicate pink. Tall, straight, beautiful arrangement of florets. Mid-season. 3 to 5 feet tall; flowers 3" to 5" across.

BAGDAD. Beautiful smoky blue. Good grower; 4 to 6 ft. tall; large flowers.

BETTY NUTHALL. Lovely ruffled, streaked salmon-pink. Lower petals yellow in throat with beautiful streaks of red. Late; tall; large.

CACTUS ROSE. Velvety purplish red just like beautiful cactus blooms. Throat like October frost—4 to 6 ft.; late.

COMMANDER KOEHL. Red! Flowers more than 5 inches across.

DEBONAIR. Beautiful La France-pink with shrimp-pink throat; mid-season; tall; large.

DREAM O' BEAUTY. Heavenly red. Darker shades spill from throat; early; medium height; huge.

DR. F. E. BENNETT. Peach-red overlaid with scarlet; mid-season; tall; large.

GOLDEN DREAM. Beautiful golden yellow. Many flowers at a time; tall; late; large flowers.

KUNDERD'S YELLOW WONDER. Tall growing; lemon yellow; medium flower; very early.

MAID OF ORLEANS. As pure a white as any snow; large flower; tall; early.

MINUET. Delicate and dainty lavender. Quaint, pretty.

MISS THREE RIVERS. Beautiful apple-green in the throat. Large, ruffled creamy orchid flowers; tall; medium flower; very late.

MOROCCO. Richest wine-red, liberally streaked with mid-night shades. Velvety; tall; medium flower; mid-season.

ORANGE WONDER. Clear, beautiful orange; large, tall; late.

PEACE. A favorite white with deep lilac shadings in the throat; large; tall; late.

PELEGRINA. Beautiful, exotic, dark-purple beauty; medium height; medium flower; moderately early.

PICARDY. Clear pure pink, beautifully painted with red in throat. Florets 5" to 5½" across; tall; mid-season.

POLAR ICE. White! Glitters like new-fallen snow.

RED PHIPPS. Large, rich, glorious red.

RED SPLENDOR. Very brilliant scarlet with lower petals deep, rich velvety red. Early mid-season; large; medium height.

SONATINE. Lovely coral-pink with diffused streaks near center; more decided near edges; large; tall; mid-season.

WASAGA. A fascinating dream in soft pale red-orange with light red. 5 inch florets; early; large flowers; tall.

100 for \$3.³⁵

Make your own selection at the new low prices at the right.

PRICES: All Glads above,

6 for	\$0.35	25 for	\$0.95	75 for	\$2.55
12 for	.55	50 for	\$1.75	100 for	\$3.35

Kellogg's GLORY MIXTURE of Gladioli

100
Blooming
Size **BULBS**
\$2.85

How can we make this amazing offer? Only because varieties will be our choice, and unlabeled, although **guaranteed to be high-grade varieties**. Thus, we can fill your order out of our surplus stocks and the advantage of keeping the stocks balanced is so great, that we can make this fine offer.

Every bulb will be choice blooming size, hardy and robust, with plenty of vitality to produce loads of large beautiful flowers this year. They will be the same size bulbs that you would get if you ordered by variety at much higher prices. **Don't overlook the saving that you make by ordering this collection. It's an amazing value.**

Free!
\$1.15
Value

Order promptly and we will add 1 **SEVENTH HEAVEN**. Value \$1.15 — yet we make no extra charge for adding this amazing new variety. Turn to page 24 for beautiful color picture.

WARNING:

You must order early. We have only a limited supply of Seventh Heaven, and after they are gone, we reserve the right to give equal value in other bulbs. For substitute, you will receive 32 bulbs of Aristocrat varieties, labeled, value \$1.15. You may elect to receive the 32 bulbs in place of Seventh Heaven, if you wish.

Cultural Note: Plant Gladiolus bulbs 4 to 5 inches apart in rows; ordinary soil, well prepared and loosened; ordinary moisture requirements; sun. Make rows 12" to 24" apart.

At least ten different varieties will be given; probably more, so that you will have a beautiful color range—reds, whites, mauves, pinks, yellows, and all the fine colors of Gladioli.

ORDER EARLY

Seventh Heaven can be given only as long as they last. See our remarks regarding substitution for Seventh Heaven at left.



GUARANTY

We guarantee that you will receive at least ten different varieties in this fine Glory Mixture of Gladioli, each variety different in color or markings. Bulbs must reach you in good condition or your order refilled free.



Buddleias

We all love the beauty of the Buddleia or Butterfly Bush. Not only is it beautiful in itself, but it attracts bevyies of the most beautiful of all insects—butterflies. Here are three beautiful new varieties, and also the ever beautiful Ile de France, which was new only a few years ago!

Royal Purple

(Propagation Rights Reserved). New. Beautiful. Rich, glowing purple; the flowers really seem lighted from within. Bush completely covered with long beautiful spikes, August to frost; grows 4' to 5' high. **PRICES:** 1 for \$0.85; 2 for \$1.60; 3 for \$2.30.

Pink Charming



Beautiful 12 to 15 inch spikes of beautiful pink flowers. Hardy. **PRICES:** 1 for \$0.85; 2 for \$1.60; 3 for \$2.30.

Ile de France

Rich purple spikes 12" or more in length completely cover the bush. Beautiful in full bloom. **PRICES:** 60¢ each; 2 for \$1.10; 3 for \$1.55.

New Tamarix Summer Glow

(Tamarix hispida aestivalis rubra). This beautiful variety of Tamarix blooms during that part of the summer when flowers are most needed, with a great profusion of color—delightful little wine red flowers lining the stems,

giving a delightful misty effect at a distance. The graceful gray-green foliage contrasts beautifully with the flowers. Both flowers and foliage are excellent for cut flower work. Plant in ordinary soil; ordinary moisture; sun or partial shade.

PRICES: \$1.25 each; 2 for \$2.40.

Now! Buddleia Royal Red

We might have named this amazing new Buddleia, "Ruby," for in the sun it actually does glow with a dark ruby shade, just like the sparkling oriental gems.

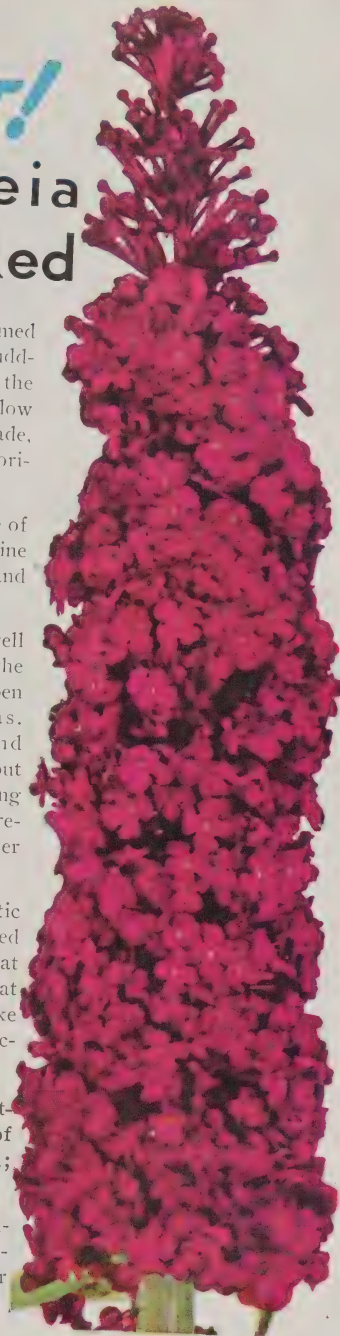
In the shade, it is more of a deep, mysterious wine color, an amazing and magical change.

Spikes are very well formed, and full to the end, not loose and open like some Buddleias. Plants vigorous and healthy; roots, hardy; but tops die down during northern winters, and revive in spring, like other Buddleias.

We were so enthusiastic over Buddleia Royal Red when we first saw it that we revised our catalog at the last minute to make room for it. Highly recommended.

PRICES: Strong, pot-grown plants with ball of earth on roots, \$1.05 each; 2 for \$2.00.

This picture shows Buddleia Royal Red as it appears in bright light or sunshine.



Bargain!

We believe that everyone who has space should have all four of these Buddleias, therefore we make this special price on all four.

1 Buddleia, Royal Purple.....	\$.85
1 Buddleia, Pink Charming.....	.85
1 Buddleia Royal Red.....	1.05
1 Buddleia Ile de France.....	.60

Total Value \$3.35

Special Price Only \$2.97



Send 'Em to College Buy U.S. War Bonds

There is no better time than now to provide a college education for your youngsters. War Bonds provide the ideal method of saving the money, so that it will be ready at college time. For every \$3.00 you put in War Bonds now, you will get \$4.00 in return ten years later—and at the same time, you will be helping to win the war.

War Bonds will also provide for building that new home you have been wanting, when materials again become available. It will provide a new automobile, when cars can again be bought. It will provide for anything else of a like nature, and the more War Bonds that you buy, the sooner we can again have the things we desire.

Provide for your future now. Make War Bond buying a sound, far-sighted habit.

DESCRIPTIONS

Here are descriptions of Roses, including the five shown at the right. The Roses not illustrated are equally good.

of VARIETIES at Right

RED

(1) **ETOILE DE HOLLANDE.** Magnificent red. Magnificent size and form! Perfect when half open, too. Very fragrant; free blooming.

CHRISTOPHER STONE. Large semi-double vivid scarlet overlaid with velvety crimson.

YELLOW

(2) **McGREDY'S YELLOW.** The Yellow roses reach their supreme beauty in McGredy's Yellow. Soft, pure, adorable! Gracefully shaped, strong grower, abundant bloomer.

TWO-TONE

(3) **PRESIDENT HERBERT HOOVER.** What rare artistry of coloring and shape! Really richer than any picture can show.

CONDESSA DE SASTAGO. Copy-red inside. Rich yellow outside.

ORANGE

MME. JOSEPH PERRAUD. Nasturtium-orange buds opening Nasturtium-luff.

MRS. SAM McGREDY. Orange-salmon suffused with gold.

WHITE

(4) **McGREDY'S IVORY.** Here, in McGredy's Ivory Rose, we find white at its loveliest, for the soft delicate creamy white merges into yellow at the base. Exquisite in shape; also large. Moderately fragrant. Vigorous! Disease resistant; prolific bloomer.

PINK

(5) **TEXAS CENTENNIAL.** (Plant Patent No. 162.) The buds open a delicate salmon, then the full bloom changes to striking rose-crimson and pink. Blooms often 5 to 6 inches across; magnificent! Hardy, vigorous and thrifty; foliage glossy.

EDITOR McFARLAND. Deep pink. One of America's outstanding good roses.

PRICES: All Roses above: \$1.40 each; 2 for \$2.55; 4 for \$4.95; 6 for \$7.25; 12 for \$14.00. Strong 2-yr. old, 1st grade plants.

Plant H. T. Roses 15 to 18 inches apart in good rich soil, well worked; water freely; full sun.

10 Everblooming \$6.95 H T Roses

BY COLOR—Less than 70c each for fine grade, high quality, Rose plants. These are really the same plants you get if you bought by variety. The only difference is that you order by color instead of variety. Please do not ask us to furnish any special varieties when you accept this offer, as we cannot do it at the unusual bargain price.

Colors as follows—Red, Yellow, Pink, White, Two-Tone, or Orange.

Again we emphasize that these are first grade, two-year-old Rose plants that would be listed at \$1.00 each, if you bought them by variety.

PRICES: 90c each; 2 for \$1.60; 3 for \$2.30; 4 for \$2.95; 5 for \$3.55; 10 for \$6.95.

Roses Five WITH BEAUTY Alive

This is Kellogg's biggest Rose bargain for 1944. Order one each of the five Roses shown here, and we will allow you the special price of only \$5.95 for the five. You get a \$6.10 value. Read descriptions of these beautiful Roses at the left. Better order early while we have a stock of all five varieties.

Special ALL 5 FOR ONLY \$5.95

1



2



3



4



5



Now Climbing HYBRID TEA TYPE Roses

Probably no Rose will ever attain the popularity that the famous Talisman attained. Now it comes as a climber—and it comes in two favorite colors. First, it comes in the natural Talisman shades (red and yellow blended) and then it comes in a pure, brilliant red, the color we all love so well. These two climbers have Hybrid Tea Type of blooms—grow like climbers, but fine for cutting, too.

CULTURE

Plant Climbing Roses 6 to 8 feet apart; rich soil; water; sun.

Climbing Talisman

(Two-Tone). The picture at the right gives an idea of the beauty of Climbing Talisman. Imagine your porch or trellis covered with these lovely blooms in the beautiful two-toned shades of yellow and red, artistically blended as only nature can blend them. Flowers are large, full-size H. T. Type, stems long, strong, and straight. Beautiful in the garden, or as cut flowers.

PRICES: \$1.25 each; 2 for \$2.35.

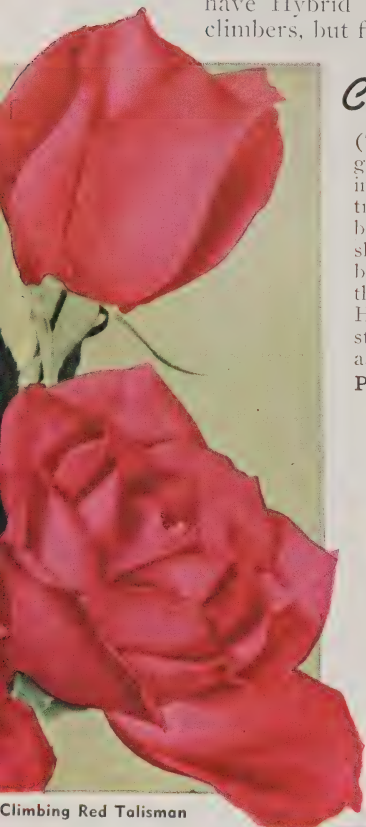
Bargain!

You'll particularly appreciate this Climbing Talisman Bargain. You'll receive:

2 Climbing Red Talisman	\$2.35
2 Climbing Talisman	2.35

Total Value.....\$4.70

Special Price 4.55



Climbing Red Talisman



Climbing Talisman (Two-Tone)

CLIMBING RED TALISMAN.

Not the old type small blossom rose, but large beautiful upright flowers that are ideal for cutting, as well as beautiful on the trellis. Plants are hardy and vigorous, and the rose is beautiful in shape and coloring as shown.

PRICES: \$1.25 each; 2 for \$2.35.

Kellogg's Climbing Roses

Dr. W. Van Fleet. Shell-pink. Fragrant. Good cut flowers. Prices at right.

CLIMBING AMERICAN BEAUTY. Delightful rosy carmine; fragrant. Prices at right.

PAUL'S SCARLET. Intense scarlet, well-shaped flowers, upright stems. Prolific. Prices at right.

PRIMROSE. Flowers large, well formed; non-fading, primrose-yellow. Prices at right.

SILVER MOON. Beautiful white, semi-double. Prices at right.



PRICES

1—\$.72	4—\$2.50
2— 1.35	6— 3.65
3— 1.92	12— 7.10

Polyantha Roses

Polyantha Roses (Baby Roses), produce a blaze of color; often 100 to 200 blossoms per plant. Keep blossoms clipped off before the petals fall, and they will continue to bloom all summer. Plant 12" to 15" apart in rich soil; water; full sun. Furnished by color—Red, Pink, White or Yellow.

1 for \$.72	3 for \$1.92	6 for \$3.65
2 for 1.35	4 for 2.50	12 for 7.10

Vines



Silver Lace Vine

Why endure unsightly objects? A vine makes a fence or a stump a thing of beauty. Fine, too, as a cool, shady porch screen.

Silver Lace Vine

(*Polygonum auberti*.) Completely covered all summer and fall with myriads of snowy, white flowers. Fast grower; often grows 20 feet per season. Plant 8' to 10' apart; ordinary soil; ordinary moisture; sun.

PRICES: Field-grown plants, 60c each; 2 for \$1.10; 3 for \$1.55; 4 for \$2.00.

Hall's Climbing HONEYSUCKLE.

(*Lonicera japonica* Halliana.) Strong-growing; nearly evergreen. Fragrant white flowers which turn yellow; June-Sept. Plant 8 to 10 ft. apart; ordinary soil; ord. moisture; shade or sun.

PRICES: 60c each; 2 for \$1.10; 3 for \$1.55; 4 for \$2.00.

Ivy

Boston Ivy. (*Ampelopsis tricuspidata*.) Clings anywhere. Completely covers. Plant 8' to 10' apart; ordinary soil; ord. moisture; shade or sun.

PRICES: 55c each; 2 for \$1.00; 3 for \$1.40; 4 for \$1.80.

American Ivy.

(*Virginia Creeper*—*Ampelopsis quinquefolia*.) Clings anywhere. Dense green foliage turns bronzy red in autumn. Hardy. Plant 8' to 10' apart; ordinary soil; ordinary moisture; shade or sun.

PRICES: 50c each; 2 for 90c; 3 for \$1.25; 4 for \$1.60.

Bittersweet



Evergreen Bittersweet

(*Euonymus radicans* vegetus.) Large, shiny green leaves; orange fruit. Climbs. Ground cover. Plant 8' apart as climber, 5' as ground cover; good soil; water freely; shade or part shade.

PRICES: 90c each; 2 for \$1.70; 3 for \$2.45.

Miniature Evergreen Bittersweet.

(*Euonymus Kewensis* Minor.) Small low dark-green foliage. Fine shady ground cover. Space 2' to 2½'; rich soil; water freely; shade.

PRICES: 60c each; 2 for \$1.10.

Winter Bittersweet.

(*Celastrus scandens*.) Orange-crimson winter fruit; orange-red flowers summer. Hardy. Needs support. Plant 8' to 10'; ordinary soil; ordinary moisture; sun or shade. Grows 10' to 15' high. Plant two or more to insure fruit.

PRICES: 60c each; 2 for \$1.10; 3 for \$1.55.

Chinese Wisteria.

(*Wisteria sinensis*.) Flowers in immense purplish blue clusters; May, June, and with these quick-blooming plants you can often have blooms in one year. Beautiful and permanent. Plant 8' to 10' apart; good, rich, non-acid soil; ordinary moisture; sun. Grows 15' to 20' high.

PRICES: \$1.00 each; 2 for \$1.90.—Quick-blooming plants.

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Hedges

Amur River Privet

(*Ligustrum Amurense*). The hardiest formal hedge. Plant about 1 foot apart; in single row and 9 inches in staggered row; ordinary soil; ordinary moisture; full sun or partial shade. This is the Amur River North. **PRICES:** 12 to 18 inches, 10 for 95c; 25 for \$1.95; 50 for \$3.65; 100 for \$7.25.

Regel Privet

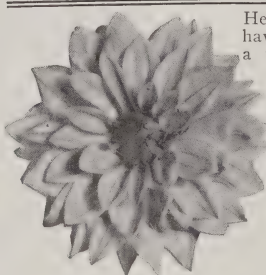
(*Ligustrum ibota regelianum*). Hardy. Dark green, glossy. Uniform grower. Fine for groups, foundations, hedges. Grows 4 to 6 feet high unless trimmed or sheared. Plant 2 to 2½ feet apart; ordinary soil; ordinary moisture; sun or shade. **PRICES:** Size 12 to 15 inches, 5 for 75c; 10 for \$1.35; 25 for \$2.95.

RED LEAVED BARBERRY

(*Berberis Thunbergi* Atropurpurea.) Rich bronze-red foliage turns red in summer and autumn. Red berries in winter. Grows 4 to 5 feet tall. Plant 2 to 2½ feet apart; ordinary soil; ordinary moisture; full sun.

PRICES: Size 12 to 18 inches, 3-year, 6 for \$1.52; 12 for \$2.90; 25 for \$4.93.

Size 18 to 24 inches, 6 for \$1.91; 12 for \$3.63; 25 for \$6.08.



Here is your opportunity to have a fine Dahlia garden, for a very small investment, all fine, large, mammoth-flowering varieties in beautiful color range. They will be our choice of varieties, and this is how we can give them to you for such a low price. **PRICES:** High grade roots, Kellogg's Dahlia Garden, 8 for \$1.35; 16 for \$2.65.

Kelloggs

DAHLIA GARDEN

8 for \$1.35



Brilliant Fireberry

BRILLIANT FIREBERRY

(*Aronia arbutifolia* brilliantissima). This rare shrub is quite magical. Leaves are dark bronze-purple on top, and silvery green below, and the silvery undersides flash and sparkle magically in the breeze. Brilliant, fiery-red berries in fall and winter. Fine for winter bouquets. People will ask what your Brilliant Fireberry is, and where you got it. Erect, upright, beautiful in shape, grows 6 to 8 ft. high. Very hardy. Plant 5 feet apart in ordinary soil; water freely; sun or part shade.

PRICES: Strong 3-year-old, 18 to 24 inch plants, \$1.00 each; 2 for \$1.90; 3 for \$2.75; 4 for \$3.60.

Buy War Bonds

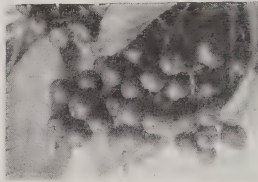


LILACS

French Lilacs. (*Syringa vulgaris* Hybrids). Beautiful flowers and beautiful foliage with wonderful fragrance. Can be used in group planting or make a fine hedge. Grow 8' to 10' high. Plant 5' apart; ordinary soil; ord. moisture; sun. Four colors, your choice: Red, Pink, White or Blue. **PRICES:** 18 to 24 in., 3-yr. unusually fine stock, 85c each; 2 for \$1.60; 3 for \$2.30; 4 for \$3.00.

Persian Lilacs. (*Syringa persica rubra*). Dainty, pretty, long lasting. Grow 8' to 10' high. Lavender-pink flowers in May. Plant 5' apart; ordinary soil; ordinary moisture; sun. **PRICES:** 2' to 3', 80c each; 2 for \$1.50; 3 for \$2.15; 4 for \$2.80.

Shrubs we



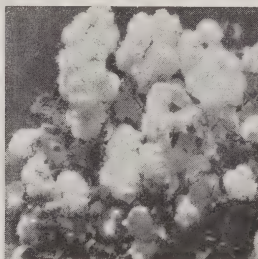
Christmas Berry

(*Photinia villosa*). Grows 8 to 12 feet high. Shiny green foliage; turns yellow in fall. Flowers white. Blooms in June. Brilliant red berries; cut in early winter for bouquets. Plant 4 to 5 feet apart in ordinary soil; water freely; sun or shade. **PRICES:** 1½ to 2 ft. stock, \$1.00 each; 2 for \$1.90; 4 for \$3.60.



White Dogwood

(*Cornus florida*). Beautiful white flowers. April-May before leaves. Grows 20'. Summer foliage, deep green; bronzy red in fall. Space 10' to 12' in good soil; ord. moisture; sun or shade. **PRICES:** \$1.00 each; 2 for \$1.90; 4 for \$3.60. 3 yr., 2'-3' plants.



Hydrangea A.G.

Hydrangea A.G. (Hills of Snow). Large clusters of pure white flowers. July and Aug. Grows 5' to 6' high. Prune severely each spring. Plant 3' to 4' apart; rich soil; water very freely; sun. **PRICES:** Strong, 15' to 18" plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

FLOWERING ALMOND.

(*Prunus glandulosa sinensis*). Covered with double pink blooms. May. Grows 4' to 5'. Hardy. Plant 4' to 5' apart; in ord. soil; ord. moisture; sun or part shade. **PRICES:** 1½ to 2 ft., 85c each; 2 for \$1.60; 3 for \$2.30; 4 for \$3.00.

BEAUTY BUSH.

Famed for its beauty. (*Kolkwitzia amabilis*). Great masses of delicate pink fragrant flowers, May-June, gracefully drooping. Grows 5 to 8 feet. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or part shade.

PRICES: 1½ to 2 ft. plants, 90c each 2 for \$1.70; 3 for \$2.45; 4 for \$3.20.

BURNING BUSH.

(*Euroyimus europaeus*). Grows 15' to 20'. Plant 3' to 6' apart; ordinary soil; ordinary moisture; sun or part shade.

PRICES: 2 to 3 ft. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

EUROPEAN CRANBERRY.

(*Viburnum opulus*). Magnificent spreading bush, white flowers, then showy scarlet fruit. Grows 10 to 12 feet high. Blooms May-June. Plant 5 feet apart in ordinary soil; water freely; sun or shade.

PRICES: 15 to 18 inch plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

DEUTZIA, PRIDE OF ROCHESTER.

(*Deutzia scabra*). White double flowers tinged with rose. June. 6 to 8 feet high. Plant 5 feet apart in ordinary soil; ordinary moisture; sun.

PRICES: 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

GOLDEN ELDER.

(*Sambucus nigra aurea*). Magnificent golden foliage; huge pure-white flower heads; purple fruit. Grows 8 to 10 feet. Blooms June. Hardy. Plant 5 to 7 feet apart in ordinary soil; ordinary moisture; sun or shade.

PRICES: 2 to 3 ft. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

GOLDEN BELL.

(*Forsythia spectabilis*). Beautiful yellow blossoms in early spring before foliage. Grows 3 to 10 feet tall. Very hardy. Plant 5 to 6 feet apart in ordinary soil; ordinary moisture; sun or part shade.

PRICES: Strong, 2 to 3 ft. plants; 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

PINK TARTARIAN HONEYSUCKLE.

Bushy and upright, 8 to 10 feet high. Delicate pink blooms. Red fall berries. Plant 5 feet apart; ordinary soil; ordinary moisture; sun or part shade.

PRICES: 2 to 3 ft. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

WEIGELA ROSEA.

(*Diervilla*). Blossoms, bright pink; appear in great abundance. June. Strong, rapid grower. Grows to 8' or 10'. Plant 5 feet apart in good soil; ordinary moisture; sun or moderate shade.

PRICES: 1½ to 2 ft. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

Hydrangeas

Hydrangea P.G. Immense conical panicles of blooms. Perfect hardiness. After being a thing of beauty during the fall, its pinkish white blooms make fine winter bouquets. Ultimate height 5 to 7 feet. Blooms on wood of current season's growth. Prune severely each spring. Plant 3 to 4 feet apart in rich soil; water very freely; sun. **PRICES:** Strong, 1½ to 2 ft. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

like best

FLOWERING QUINCE.

(*Chaenomeles lagenaria*—*Cydonia japonica*.) A scarlet blaze, early spr., before leaves. A fine hedge—6' to 8' high. Space 4'; ord. soil; ord. moist.; sun or part shade. **PRICES:** 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60. 3 yr., 15"-18" plants.

RUSSIAN OLIVE.

(*Elaeagnus angustifolia*.) Silvery foliage. Grows 15' to 20' high. Space 6' to 7'; ord. soil; ord. moisture; sun or part shade. **PRICES:** 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60. 3 yr., 24"-30" plants.

OLD-FASHIONED SNOWBALL.

(*Viburnum opulus sterile*.) Immense globular flower clusters in May and June; 10 to 12 feet high. Plant 5 feet apart in good soil; ordinary moisture; sun or part shade. **PRICES:** 15 to 18 in. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

RED IMPROVED SNOWBERRY.

(*Symphoricarpos Chenaulti*.) Pink and white flowers in June, then loads of large coral-red berries. Grows 5 to 6 feet high. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or shade. **PRICES:** 2 to 3 ft. plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

FERN-LEAF SUMAC.

(*Rhus typhina laciniata*.) Fern-like. Turns dazzling red in fall with red fruit. Grows 10' to 12'. Space 6' to 7'; ordinary soil; ord. moisture; sun or shade. **PRICES:** 2' to 3' plants, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

SWEET SHRUB.

(*Calycanthus floridus*.) Shiny green leaves, and aromatic, chocolate-brown flowers; May-June. Grows 6' to 8' high. Plant 4' to 5' apart; ordinary soil; ordinary moisture; sun or shade. Plants furnished 1½ to 2 ft. **PRICES:** 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.

GOLDEN SYRINGA.

(*Philadelphus aureus*.) Grows 4' to 5'. Fragrant, white blooms. Space 2½' to 3' in ordinary soil; ord. moisture; sun. **12 to 15" plant, 75c each; 2 for \$1.40; 3 for \$2.00; 4 for \$2.60.**

RED WEIGELAS.

(*Weigela, Eva Rathke*.) Graceful, drooping branches, rich green foliage. June till fall. Crimson flower-sprays. Grows 5'; good soil; ord. moisture; sun or part shade. **PRICES:** 1½' to 2', 75c ea.; 2 for \$1.40.

DON'T FORGET

We send you extra plants

FREE

of extra charge if your order amounts to \$5.00 or more. See full details on page 36 (back cover).



Smoke Tree

(*Rhus cotinus*—Purple Fringe.) Just like a big puff of purple smoke. Grows 8' to 10' high; can be trained, tree or shrub. Glossy green leaves; feathery panicles of flowers, June to Sept. Space 6' to 8'; ord. soil; ord. moisture; sun or part shade.

1½ to 2 ft. \$1.25 each; 2 for \$2.40; 3 for \$3.50; 4 for \$4.60.



SPIREAS

SPIREA VAN HOUTTEI. (Bridal Wreath.) Masses of white blooms in May. Beautiful drooping effect. Grows 8 feet high. Plant 5 feet apart in ordinary soil; ordinary moisture; sun or part shade.

PRICES: Sizes 1½ to 2 ft., 3-year plants, 50c each; 2 for 90c; 3 for \$1.25; 4 for \$1.60; 6 for \$2.30.

PRICES: Size 2 to 3 ft., 55c each; 2 for \$1.00; 3 for \$1.40; 4 for \$1.80; 6 for \$2.60.

SPIREA BILLIARDI. (Pink Spirea.) Grows 5 to 6 feet. Pink flowers in spikes. July and August. Plant 4 to 5 feet apart in ordinary soil; ordinary moisture; sun or partial shade. **PRICES:** 2 to 3 ft. plants, 60c each; 2 for \$1.10; 3 for \$1.55; 4 for \$2.00; 6 for \$2.80.



WINTER DAPHNE

(*Daphne Mezereum*.) Here is a shrub that blooms with the earliest of early spring flowers. Snowdrops or Winter Aconites, and other early spring bulbs are not ahead of Winter Daphne in blooming season. Often indeed it blooms in February and for that reason is sometimes called by some nurseries February Daphne. In most northern states it can be expected to flower in early March. Fragrance! That is the charming part of all Daphnes, and Winter Daphne, like the rest of the family, has a delightful, and slightly spicy odor. The blooms occur in beautiful clusters along the stem as shown in the picture, and are a delightful rosy shade in color. Picture above shows the upright growing habit of Winter Daphne. Shrubs at first will be 8 to 10 inches tall, but ultimately they reach a height of 3 to 4 feet or more.

Plants are all four years old. Each plant will come to you with roots wrapped in peat moss.

Plant 3 to 4 feet apart in good soil; water freely; sun or part shade.

PRICES:

\$1.00 each
2 for \$1.90

3 for \$2.75
4 for \$3.60

NOW - Hardy Varieties

Have you wanted to grow Garland Flowers, Rhododendrons, and Azaleas? Now they can be had in hardy varieties, all exceedingly beautiful.

Garland Flower

(*Daphne cneorum*). There are very few flowers to delight you as Hardy Daphne Cneorum will do. Not only for its beauty, but also for the amazingly delightful fragrance and beautiful foliage that is evergreen all winter. Blooms May, and some in September, when it is just one big, gorgeous mass of pink delight, and at intervals throughout the summer. Grows 15 to 18 inches high. Hardy. Plant 2½ to 3 feet apart; ordinary well drained soil; normal moisture; sun.

PRICES: 8 to 10 in. plants, wrapped in peat, \$1.40 each; 2 for \$2.70.

Rhododendron

(*Rhododendron Catawbiense*). Rhododendron Catawbiense is a hardy variety that will live through the winter in the northern states. It blooms during May and June mostly with bright, red-purple flowers. There is some variation in the color, however, giving a beautiful effect. Grows from 6 to 15 feet high, depending on location. Plant 4 to 6 feet apart; in acid soil (peatmoss can be used); water liberally; shade. Size of plants furnished, 8 to 10 inches.

PRICES: Wrapped in peat, \$1.30 each; 2 for \$2.50.

R. M. Kellogg Co.,
Three Rivers,
Mich.

Azalea

(*Azalea Mollis*). This hardy-in-the-north Azalea will add unusualness to your planting and will be a continual delight. Low-growing, beautifully shaped, fine foliage. Burnt orange, yellow, pink, red or salmon colored flowers in May and June. Hybrids—we cannot allow color choice. Ultimate height about 2½ feet. Plant 2½ to 3 feet apart; good rich soil, with good drainage; normal moisture; sun or partial shade.

PRICES: Ball of peat on roots, 1 for \$1.30; 2 for \$2.50.

All

Surely you would like one each of the three beautiful flowering shrubs shown on this page. We know you will want them, too, so we offer you this bargain.

1 Garland Flower \$1.40
1 Rhododendron 1.30
1 Azalea Mollis 1.30

Total Value.....\$4.00

Special Price 3.69



New

This flower will arouse the envy of your friends when they see its rare and enchanting beauty in your garden. They will ask what it is, and where you got it. It is really new; never listed before.

Hardy

We have had carnations before, but mostly hothouse types. This one is hardy; will stand severe freezing; will live outside through hard, cold winters, and continue for years without replanting. Don't you want it in your garden?

Ever-Blooming

American Beauty truly is everblooming—not intermittent; it produces loads of blooms continuously from about 8 weeks after planting until frost. The scores of blooms, and their amazing beauty, brilliance, and fragrance make it a bargain.

American Beauty Carnation

Here we sing a song of beauty, and of enticing, spicy fragrance. Here is a flower you will love to look at, and one you will love to smell. We have thought of calling other flowers "American Beauty," but did not because such a grand old name should be reserved for something that really merits it—and this flower surely does. You have ordered other hardy carnations by thousands, and so we know you'll welcome this new one.

The color is approximately as shown in the picture; but remember, pictures can never tell a story faithfully, and you will

have to see American Beauty in bloom to get the whole glorious tale—beauty, fragrance and color.

Flowers are large, 2" to 2½" across, and are excellent for cutting; and late blooms will be improved both in quantity and quality if early blooms are cut. Foliage healthy; strong; vigorous. Grows 15" to 18" tall with 30 to 50 beautiful blooms at a time. Plant gets as large as a bushel basket or larger.

CULTURAL NOTE: Plant American Beauty 15 to 18 in. apart; any sweet well drained soil; ordinary moisture; sun.

Prices

Strong, pot-grown plants; ball of earth on roots.

1 for	\$.70
2 for	1.30
3 for	1.90

Hurry your order; supply is limited.

Free!

Extra Plants with your order

Don't overlook these extra values. You make your own choice of plants—all stock guaranteed.

**\$1⁰⁰ Value
FREE**
With a \$5.00
Order

**\$2⁰⁰ Value
FREE**
With a \$9.00
Order

**\$3⁰⁰ Value
FREE**
With a \$13.00
Order

**\$4⁰⁰ Value
FREE**
With a \$17.00
Order

The extra value gets increasingly greater the more you order. With a \$5.00 order you get a \$1.00 value free; but it does not require a \$10.00 order to get \$2.00 value free. It takes an order for only \$9.00. Read full details at right, and be sure to take advantage of this offer.

If your order lacks only a few cents of \$5.00, increase it and get your free value.

And . . . beginning with an order amounting to \$20.00, you may select a \$1.00 value free with each \$4.00 cash value that you order. All plants and bulbs you select are covered by our guaranty. They are the same high grade stock for which you would pay cash.

GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, results grow and give satisfactory continuous.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure in poor condition is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, provided factory plants are received prior to the following dates:

June 10th. (See note at right for failure of plants after June 10th unless a preliminary report is received prior to that date.)

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock.

HOW TO ORDER

Send Money by check, money order, or registered letter. Unregistered currency sent at your own risk. Add five cents exchange on personal checks.

No C.O.D. Shipments or Open Accounts. Please send cash with order.

Cancellations. Orders not subject to cancellation or change during shipping season. Stock not returnable for credit.

Shipping Charges to be paid by you when shipment is received. On express shipments you pay upon delivery; on parcel post shipments you remit postage to us after shipment is completed.

How Far Is Your Express Office? If there is no express office in your town,

give name of nearest office and distance from you, on order blank. If distance is great, we will ship parcel post.

If a federal sales tax law should be passed, please add the tax to your remittance.

***IMPORTANT:** Our guaranty applies only in states whose inspection laws allow plants to go direct from us to customer. We can guarantee our own packing only, hence for states that stop plants for inspection, we agree only to deliver plants in good growing condition to Post Office or transportation company, and thereupon our responsibility ceases. Specifically these states are: Washington, Oregon, California, Arizona, District of Columbia, and Minnesota.

R. M. Kellogg Co., Three Rivers, Mich.